

Colourful and vibrant: Bingham Cup Amsterdam 2018 presents its logo



After 2,5 years of work, 3 logos are proudly launched today: that of IGR, IGR Clubhouse and of Bingham Cup Amsterdam 2018.

The Organizing Committee of Bingham Cup Amsterdam 2018 is proud to present the tournament's logo.

Marc-Paul Stufkens, Chairman:

'The rebranding of IGR allowed us to express the essence of gay and inclusive rugby and of Amsterdam in this new visual identity for the tournament that means so much to all of us. The vibrancy of the logo is an expression of the positive energy that bursts from the IGR community, with Bingham Cup as its worldwide most recognizable event, but also from buzzing Amsterdam, the liberal, laid-back city that will embrace every Bingham Cup 2018 participant.'

Frans Verschuren, Creative Director:

'The new Bingham Cup logo got its Amsterdam look through the combination of typical elements and colours. The three crosses of St. Andrew are the symbol of the City of Amsterdam. They are featured not only in its – red and black – coat of arms and flag, but also in those of Amstelveen, the city where the actual tournament will take place. The shocking pink embodies the LGBTQ community in all its vibrancy, richness and warmth. Orange is the Netherlands' national colour, inspired by founding father William of Orange (1533-1584), whose descendant is the current King. Unity and liberty are the main associations the Dutch have with this colour gracing Dutch athletes at sport events such as the Olympics.'

Andrew 'Fuzz' Purchas, IGR Chairman:

As IGR enters its 17th year and has become widely respected within the world rugby community; boasting 70+ clubs and staging world class rugby tournaments globally, we thought it was a great time to rebrand. The new IGR brand needed to reflect our organisation's commitment to rugby and inclusion. The rebranding looked to Mark Bingham for inspiration to reflect what gay and inclusive rugby is :

"... we have the chance to show the other teams in the league that we are as good as they are. Good rugby players. Good partiers. Good at sports. Good men."

Over the past 2.5 years the IGR Branding Committee has been working to bring this inspiration to life. After a design process and vote we are thrilled to release the new IGR branding which will be consistent across our three primary identities: IGR, IGR Clubhouse and the Bingham Cup. The coordination of our IGR branding across these identities is critical to reflect and encourage growth and awareness.

I would like to thank the IGR Branding Committee – Adam Wide, Neil Pyper, Todd Shelton and Nathan Hagen – for their tireless work in bringing us the new IGR brand. A special thanks to Nathan, whose logo design was chosen by popular vote and Adam Wide who has lead this committee superbly.

Below is an official description of our new branding.

Regards.

Andrew Purchas
IGR Chairman

International Gay Rugby has unveiled its new branding to coincide with the launch of the Bingham Cup logo for Amsterdam 2018.



The design, created by Nathan Hagan of the Washington Scandals came first in a recent vote by the IGR member clubs after the Trustees asked the membership for feedback on three potential new brands. Nathan's winning design was enhanced to produce our vibrant new logomark, formed by the coming together of four twisting coloured bands, which were created to symbolise the energy of the game of rugby, as well as offering a nod to the rainbow flag associated with the LGBT community.

The logomark will be used across all three of the IGR brands, each with its own, unique colour scheme. IGR will be represented in shades of blue, a colour associated with depth and stability. IGRC is depicted in strong, vivid tones to represent the dynamic, warm nature of IGR's social media channels. The Bingham Cup logomark will be the only brand identity that will change from tournament to tournament, with its current incarnation - designed by Frans Verschuren and his team from the Lowlanders – featuring the red and black of the city's coat of arms, shocking pink to represent a vibrant gay community, and orange, the national colour of the Netherlands. These are also accompanied by three St. Andrew crosses, the symbol of the city of Amsterdam itself, which also feature in the coat of arms of Amstelveen, where the tournament takes place.